



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Lamar, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	55.3%	Population	15,423	15,050
Rural Bypasses	27.3%	Households	6,471	6,385
Rooted Rural	12.4%	Families	4,665	4,558
Heartland Communities	4.9%	Median Age	40.2	42.1
		Median Household Income	\$32,722	\$35,588

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	43	\$1,160.56	\$7,509,992
Men's	43	\$210.89	\$1,364,660
Women's	40	\$380.34	\$2,461,181
Children's	53	\$219.62	\$1,421,171
Footwear	37	\$179.29	\$1,160,181
Watches & Jewelry	50	\$110.49	\$715,007
Apparel Products and Services ¹	47	\$59.93	\$387,792
Computer			
Computers and Hardware for Home Use	48	\$101.00	\$653,553
Software and Accessories for Home Use	44	\$12.58	\$81,422
Entertainment & Recreation	59	\$2,197.56	\$14,220,427
Fees and Admissions	40	\$249.87	\$1,616,920
Membership Fees for Clubs ²	43	\$71.98	\$465,779
Fees for Participant Sports, excl. Trips	38	\$43.29	\$280,160
Admission to Movie/Theatre/Opera/Ballet	39	\$57.72	\$373,489
Admission to Sporting Events, excl. Trips	43	\$26.37	\$170,635
Fees for Recreational Lessons	39	\$50.16	\$324,558
Dating Services	61	\$0.36	\$2,299
TV/Video/Sound Equipment	54	\$775.72	\$5,019,714
Community Antenna or Cable TV	60	\$443.81	\$2,871,893
Televisions	45	\$133.32	\$862,685
VCRs, Video Cameras, and DVD Players	56	\$18.72	\$121,157
Video Cassettes and DVDs	54	\$35.32	\$228,554
Video Game Hardware and Software	53	\$18.88	\$122,185
Satellite Dishes	79	\$0.88	\$5,714
Rental of Video Cassettes and DVDs	53	\$26.82	\$173,538
Streaming/Downloaded Video	33	\$0.27	\$1,725
Sound Equipment ³	45	\$94.77	\$613,263
Rental and Repair of TV/Radio/Sound Equipment	50	\$2.94	\$19,000
Pets	73	\$322.55	\$2,087,238
Toys and Games	59	\$87.41	\$565,634
Recreational Vehicles and Fees ⁴	95	\$413.61	\$2,676,482
Sports/Recreation/Exercise Equipment ⁵	58	\$124.78	\$807,426
Photo Equipment and Supplies ⁶	57	\$73.04	\$472,624
Reading ⁷	52	\$150.58	\$974,389
Food	56	\$4,694.74	\$30,379,631
Food at Home	58	\$2,837.57	\$18,361,942
Bakery and Cereal Products	59	\$396.70	\$2,567,052
Meat, Poultry, Fish, and Eggs	59	\$725.21	\$4,692,850
Dairy Products	59	\$327.26	\$2,117,718
Fruit and Vegetables	53	\$435.65	\$2,819,085
Snacks and Other Food at Home ⁸	60	\$952.75	\$6,165,237
Food Away from Home	54	\$1,857.16	\$12,017,689
Alcoholic Beverages	44	\$261.65	\$1,693,138
Nonalcoholic Beverages at Home	63	\$276.28	\$1,787,805



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	31	\$313.97	\$2,031,730
Vehicle Loans	69	\$3,992.30	\$25,834,181
Health			
Nonprescription Drugs	72	\$82.01	\$530,683
Prescription Drugs	72	\$410.12	\$2,653,866
Eyeglasses and Contact Lenses	64	\$49.11	\$317,767
Home			
Mortgage Payment and Basics ⁹	48	\$4,392.66	\$28,424,886
Maintenance and Remodeling Services	47	\$978.81	\$6,333,861
Maintenance and Remodeling Materials ¹⁰	79	\$329.21	\$2,130,287
Utilities, Fuel, and Public Services	63	\$2,865.47	\$18,542,425
Household Furnishings and Equipment			
Household Textiles ¹¹	51	\$71.82	\$464,732
Furniture	45	\$295.56	\$1,912,587
Floor Coverings	50	\$48.00	\$310,587
Major Appliances ¹²	63	\$191.28	\$1,237,746
Housewares ¹³	47	\$44.94	\$290,837
Small Appliances	60	\$21.20	\$137,168
Luggage	38	\$3.80	\$24,560
Telephones and Accessories	44	\$18.82	\$121,796
Household Operations			
Child Care	42	\$173.41	\$1,122,162
Lawn and Garden ¹⁴	63	\$269.11	\$1,741,437
Moving/Storage/Freight Express	49	\$25.78	\$166,839
Housekeeping Supplies ¹⁵	61	\$468.86	\$3,034,018
Insurance			
Owners and Renters Insurance	67	\$328.15	\$2,123,438
Vehicle Insurance	60	\$836.39	\$5,412,279
Life/Other Insurance	64	\$368.36	\$2,383,684
Health Insurance	65	\$1,319.19	\$8,536,502
Personal Care Products ¹⁶	56	\$241.14	\$1,560,422
School Books and Supplies ¹⁷	45	\$52.92	\$342,446
Smoking Products	75	\$337.87	\$2,186,386
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	64	\$3,320.09	\$21,484,311
Gasoline and Motor Oil	69	\$1,735.13	\$11,227,994
Vehicle Maintenance and Repairs	58	\$574.98	\$3,720,714
Travel			
Airline Fares	39	\$163.07	\$1,055,250
Lodging on Trips	50	\$213.28	\$1,380,115
Auto/Truck/Van Rental on Trips	36	\$14.18	\$91,776
Food and Drink on Trips	51	\$237.36	\$1,535,927

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.